



# QUALCOMM STADIUM





# ITEM

Update the Qualcomm Stadium Parking Lot Rate Card  
Establishing A Minimum Daily Rent Schedule For Use  
of the Stadium Parking Lot



# ITEM BACKGROUND

City Retained AECOM to Produce a Business Plan for Qualcomm Stadium

AECOM Recommended Updating the Parking Lot Rate Card to Reflect Current Market Value

Parking Lot Rate Card last Updated December 2007

# AECOM CONCLUSIONS

Benchmark Stadiums Average 47 Parking Lot Events Per Year

Qualcomm parking Lot Hosts Over 200 Events Per Year

Qualcomm Rate Card Sets Use Rates Lower Than Benchmark Stadiums

- AECOM Recommends Setting Minimum Rates Instead of Current Fixed Rate Schedule



### **CURRENT FIXED RATES/DAY**

Non Profit Weekday \$1,000

Non Profit Weekend \$2,000

For Profit Weekday \$2,000

For Profit Weekend \$4,000

### **PROPOSED MINIMUM RATES/DAY**

\$1,100

\$2200

\$2750

\$5500



### **CURRENT FIXED RATES/DAY**

Commercial Events \$5,000

Auto MFG Events \$2 - 4,000

Filming \$1 - 3,000

Event Parking \$16 Per Car

Event Parking \$46 Per RV

### **PROPOSED MINIMUM RATES/DAY**

\$7,000

\$10,000

\$1,000

\$20 Per Car

\$60 Per RV



# SUMMARY

Updating the Parking Lot Rate Card Will Increase Revenue by an Estimated \$170K/Yr

Minimum Rates Versus Fixed Rates Allows For Upward Pricing Flexibility



# ACTION REQUESTED

Approve and Forward to City Council For Consideration  
Updating the Qualcomm Stadium Rate Card